

SearchRank : A Method Of Ranking Results For Search Engine

Research-in-Progress

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Abstract

Modern search engines such as Google and Yahoo are highly automated and provide abundant results in real time based on keyword query. One of the most important topics for search engines is how to sort the search results so that most relevant results appear first in the result list. A search engine's result ranking algorithm impacts its user experience significantly. Nowadays most famous web search engines are using PageRank (google, 1998) in their ranking algorithms. Here, we will present a new result ranking method SearchRank, which substantially bases on the searchers' interests rather than static web link analysis. The SearchRank, offering a criterion for ranking search results, can effectively reflect the popularity of each search item. It depends on the topics queried by the searchers, and reflects the possibility that a search item would be searched and accessed. The theory and method of computation will be presented in this paper.

Key words

SearchRank, Search Engines, Search Result Ranking, Search Engine Result Page (SERP), Information Retrieval